

Lisa PAITZ SPINDLER



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[google.com/profiles/lisa.spindler](https://www.google.com/profiles/lisa.spindler)

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» CAREER HIGHLIGHTS

June 2006 – present

Web Designer, Writer & Blogger

Amber Leaf Creative | AmberLeafCreative.com

- Design strategic branding direction for clients, including identity, web design, marketing materials, and social media presence.
- Develop “Danger Gal” brand through blogging, social media, podcasts, lifestream, book reviews, and articles for SFSignal.com.
- Wrote science fiction novella to be released in March 2011.

September 2007 – November 2010

Marketing Communications Specialist

Creehan & Company | ScriptMed.com

- Redesigned company web site addressing audience expansion and new branding direction.
- Initiated and managed company's social media marketing campaign.
- Designed and implemented annual conference micro web site as well as e-mail and printed marketing materials.
- Developed editorial style guide; copyedited RFPs, software support and implementation documents, and policies & procedures manual.

January 1995 – June 2006

Web Site Designer & Publications Manager

National Business Aviation Association | NBAA.org

- Provided art direction for two site redesigns, managed secondary content publishers, and acted as lead designer/webmaster on three convention micro-sites annually.
- Developed web style guide, templates, navigation schema, banner ads, and e-mails for products, services, and events.
- Developed editorial style guide; copyedited press releases and web content; acted as managing editor of 16-page monthly newsletter.

Bachelor of Science in Communication

Clarion University of Pennsylvania

Graduated: 1992 Cum Laude

12 CEUs in graphic design, 1995

» PROFESSIONAL SKILLS

Copywriting Copyediting

Graphics

Photoshop
Illustrator
InDesign
Acrobat

Web

Dreamweaver
CSS/DHTML
PHP (Wordpress)
Lifestream (SimplePie)
Javascript (jQuery)
Wufoo
MailChimp

Social Media

LinkedIn
Twitter
Facebook
Delicious
Bit.ly

Honors

- Zappos Insights --
Hero Myth Model curriculum
- 3X Screenalicious.com winner
- USA Today --
“Best Bet Education Site”
- BCA Magazine 9/11 Award

» EDUCATION

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